

2021 Legislative Update

February 4, 2021

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GOED Managing Director



Utah Governor's Office of
Economic Development



About GOED's Office of Rural Development



About GOED's Office of Rural Development

- We manage several rural programs and partnerships, including:
 - Rural Co-working and Innovation Center (RCIC) Grant
 - Rural Economic Development Incentive (REDI)
 - Enterprise Zone Tax Credits
 - Targeted Business Tax Credit (TBC)
 - Rural County Grant Program
 - Utah Rural Jobs Program
 - Main Street Pilot Committee
 - Utah Broadband Center



About GOED's Office of Rural Development



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64% of UORG projects have been located in Rural Counties (70% in 2020)

- 213 Total Projects (59 projects in 2020)
- 136 Rural (41 projects in 2020)
- 77 Urban (18 projects in 2020)

60% of UORG funds have been invested in Rural counties (64% in 2020)

- Total Awarded Statewide: \$16,282,309 (\$6,031,396 in 2020)
- Total Rural Funding: \$9,773,135 (\$3,899,861 in 2020)
- Total Urban Funding: \$6,439,179 (\$2,131,540 in 2020)



\$16.78 million granted to
Rural Utah in 2020



Six regional offices located in Rural
Utah—responsible for millions of dollars
of new business



Emery Animal Health, Castle Dale, Emery County - received a SBIR Phase I award from the USDA for \$100,000 to develop a diagnostic tool to help veterinarians and cattle producers improve bull breeding management.

About GOED's Office of Rural Development

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RECREATION
UTAH OUTDOOR RECREATION GRANT

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LIFE
UTAH
ELEVATED

\$16.78 million granted to
Rural Utah in 2020



Contracting Assistance

Six regional offices located in Rural
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Utah **SBIR** Center

Powered by the Utah Governor's Office of Economic Development

Emery Animal Health, Castle Dale, Emery County - received a SBIR Phase I award from the USDA for \$100,000 to develop a diagnostic tool to help veterinarians and cattle producers improve bull breeding management.



Utah Governor's Office of
Economic Development

Rural Co-working Innovation Center (RCIC)

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Rural Economic Development Incentive (REDI) Rural Co-working Innovation Center (RCIC)

Rural Economic Development Incentive (REDI) Grant

- Rural Co-working Innovation Center
- FY2020 number of businesses that have applied: 21
 - Wasatch Front companies: 5
 - Resulting in high-paying rural Utah jobs: 35+
- FY2021 to date 2/1/21 number of business that have applied: 14
 - Wasatch Front companies: 2
 - Projected jobs: 107



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RURAL WORKFORCE NETWORK

Using Telecommute Jobs to Meet Employer Needs

The Rural Workforce Network is a **partnership** between the Salt Lake Chamber, Utah Department of Workforce Services, and Economic Development Corporation of Utah. The COVID-19 pandemic accelerated the shift to **remote work**. Many companies learned to telecommute virtually overnight and have proven that remote work **works!** As the economy recovers, and Wasatch Front companies again seek employees, rural Utah's workforce can be matched to **fill the gaps**. The Rural Workforce Network's goal is to fulfill this need.

Goal:


- Meet workforce needs
- Save money
- Enhance employee performance and retention
- Reduce traffic congestion
- Improve air quality

Join the network!

1. Identify positions that can be done remotely
2. Set a goal to have a portion of those positions filled by rural employees
3. Include rural jobs in the job description on jobs.utah.gov
4. Identify skill gaps and communicate those to the Department of Workforce Services

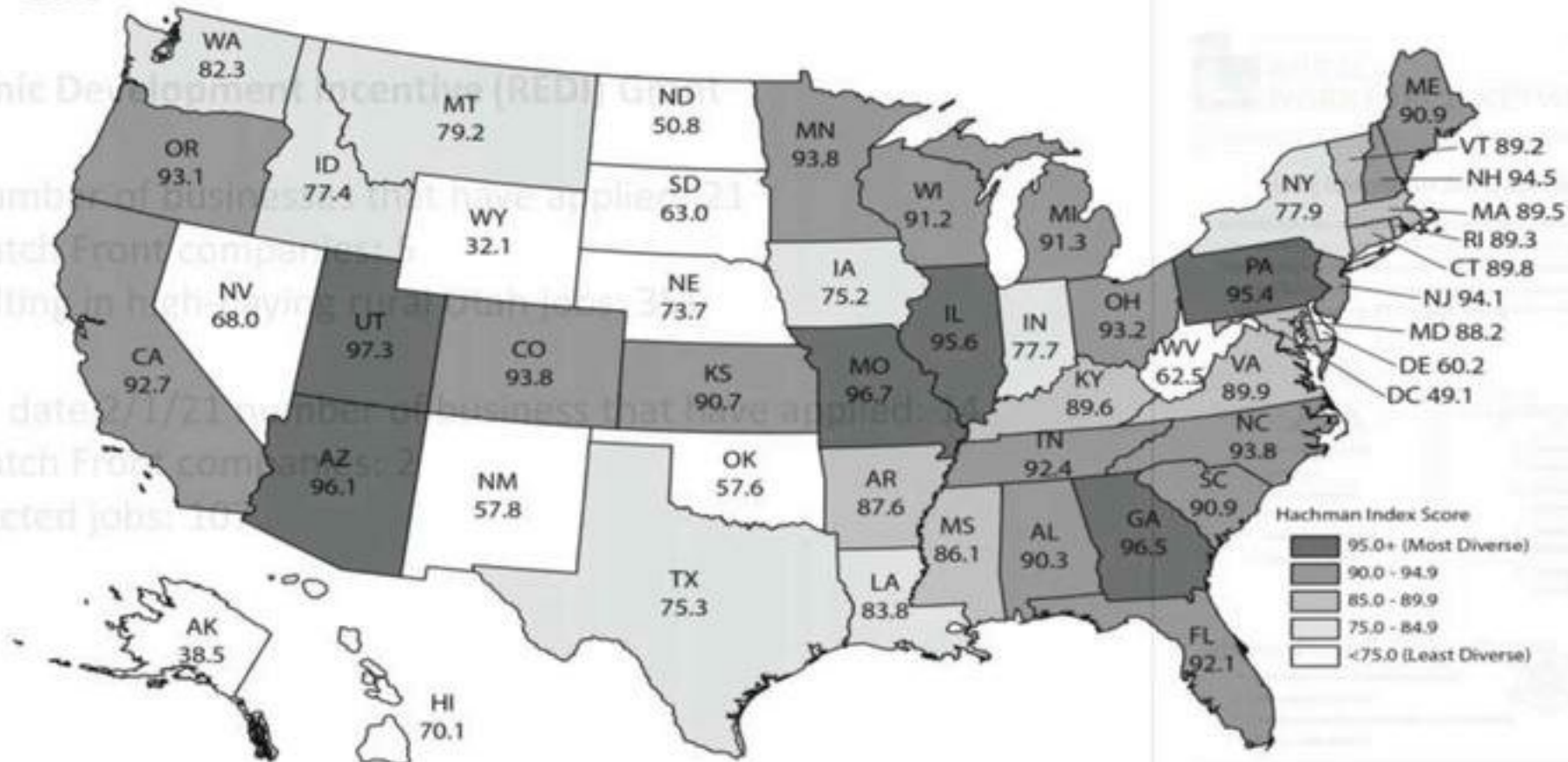
Additional Resources:

- slchamber.com/rural-workforce-network/
- jobs.utah.gov/employer
- remoteworkcertificates.com/leader/code/ruraljobs20
- business.utah.gov/rural



Utah: Most Diverse State

Hachman Index of Diversity
2019



Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Economic Analysis GDP data



Utah Governor's Office of
Economic Development

DECEMBER 2020

UNEMPLOYMENT RATES

Utah  U.S.
3.6 **6.7**
percent percent

JOB GROWTH RATES

Utah  U.S.
0.6 **-6.0**
percent percent



WORKFORCE
SERVICES
RESEARCH & ANALYSIS



Utah Governor's Office of
Economic Development

Utah's Recovery Is Nation-Leading But K-Shaped

Promising Recovery

- -0.2% year-over job loss (2nd in the U.S.)
- 4.3% unemployment (5th)
- 9.1% year-over growth in statewide taxable sales (compared to 7.2%)

Disproportionate Gains

- Retail and wholesale trade, professional and technical services, construction and finance sectors experiencing robust growth
- Arts, entertainment and recreation, food and accommodation, and administrative services experiencing significant loss



Overview

In the wake of the COVID-19 pandemic, Utah faced unprecedented economic challenges to support local businesses and residents' livelihoods.

In 2020, GOED managed 11 separate Legislature-allocated programs and initiatives using federal CARES Act funds that infused more than \$173,589,765 into the local economy.



GOED Administered CARES Act Programs

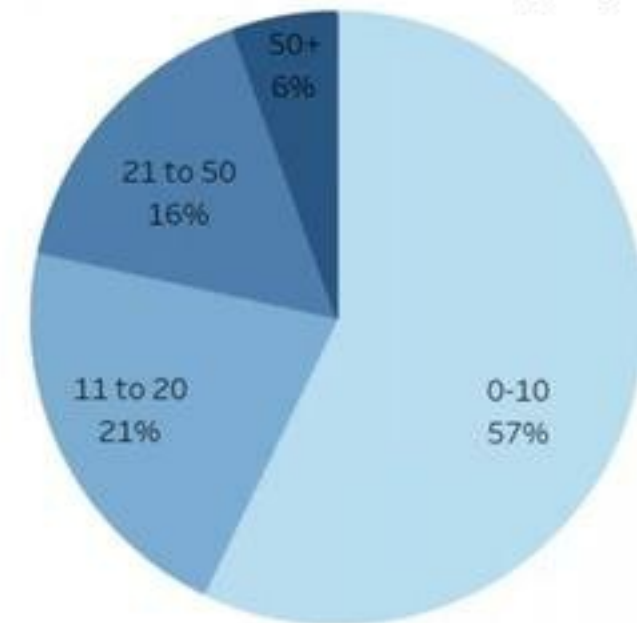
Grant	Number of Contracts	Funds Disbursed
Shop In Utah	1,212	\$64,276,328
Commercial Rental Assistance	2,025	\$20,135,751
Utah Hospitals	48	\$20,000,000
Learn & Work In Utah	164	\$16,500,000
Tourism Recovery / Meet In Utah	58	\$13,500,000
Small Business Bridge Loan	1,150	\$11,975,000
Oil, Gas & Mining	42	\$5,000,000
Live Events Industry	24	\$3,000,000
Safe In Utah	674	\$2,719,258
A Mask for Every Utahn	20	\$11,875,267
In Utah Campaign	1	\$4,608,162



Supporting Small Business

The majority of supported businesses had 10 or fewer employees.

33%
Had between 1 and 5 employees



Size of recipient business by employee count



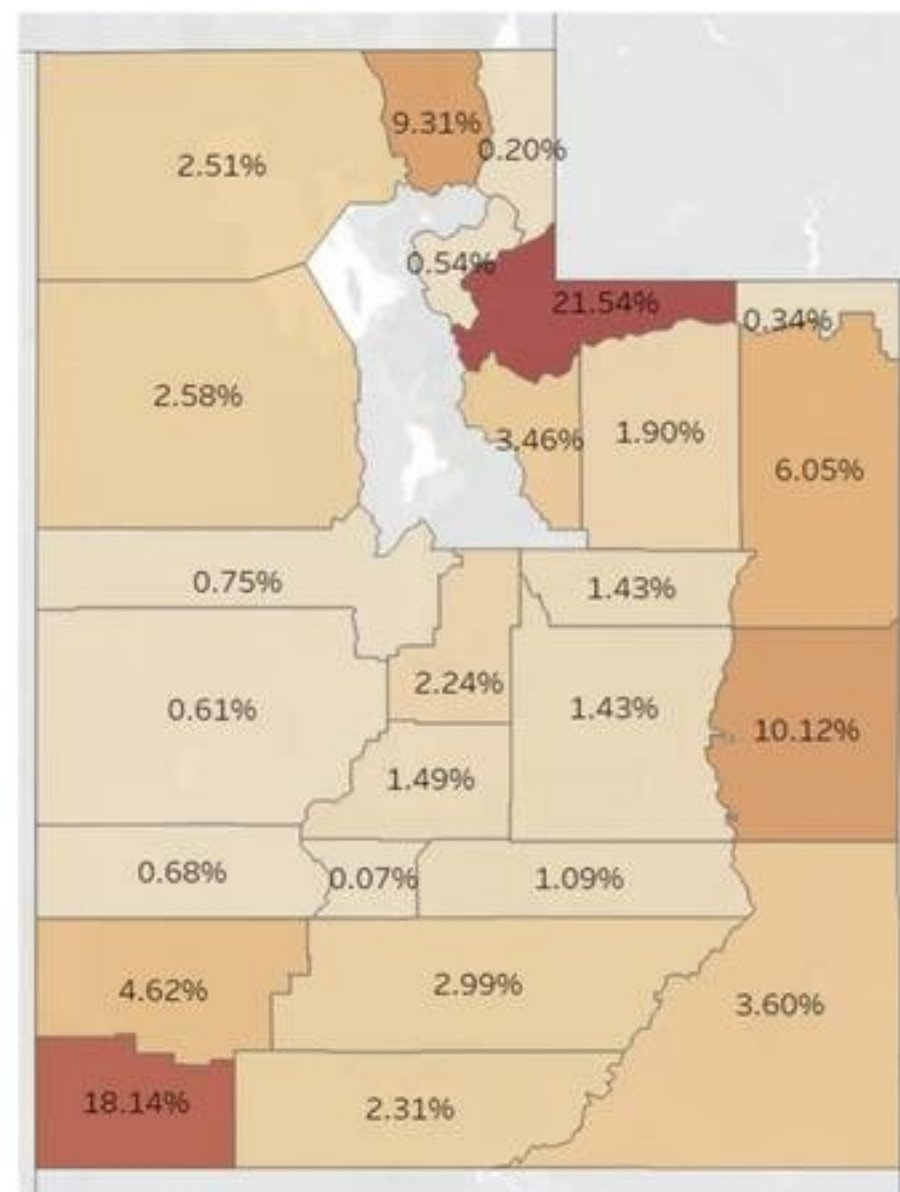
Rural Recipients

27.3%

Awards in rural counties

30.2%

Funds in rural counties



Distribution of grants in rural counties

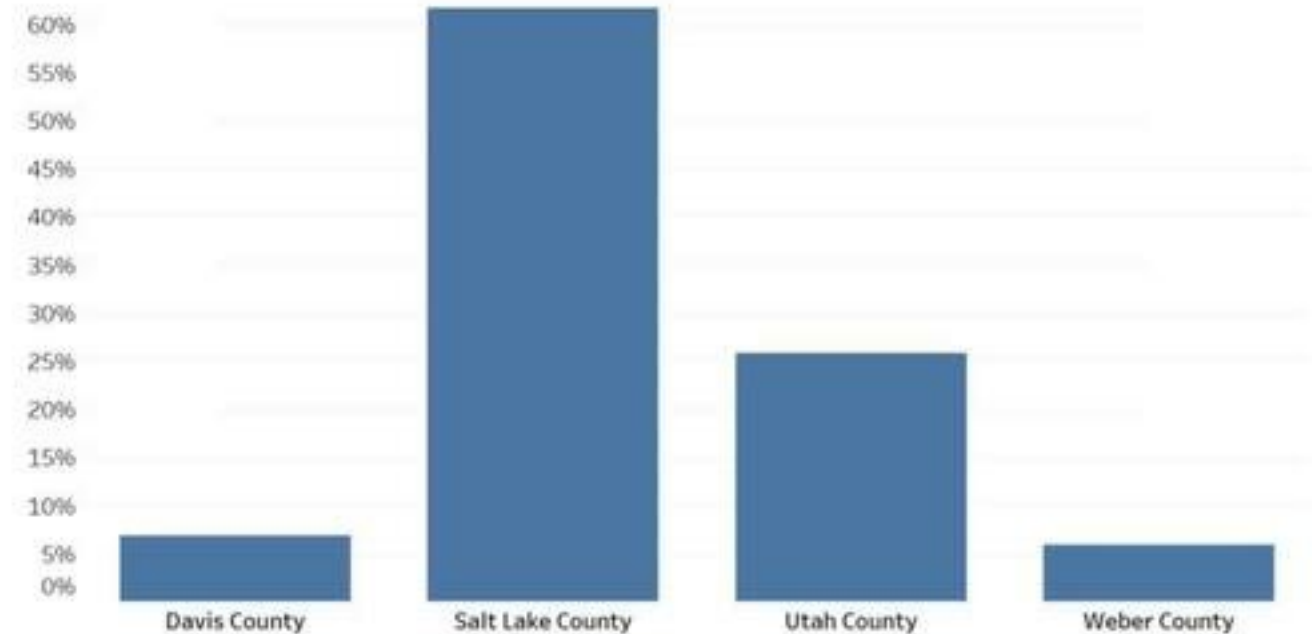
Urban Recipients

72.7%

Awards in urban counties

69.8%

Funds in urban counties



Distribution of funds in urban counties



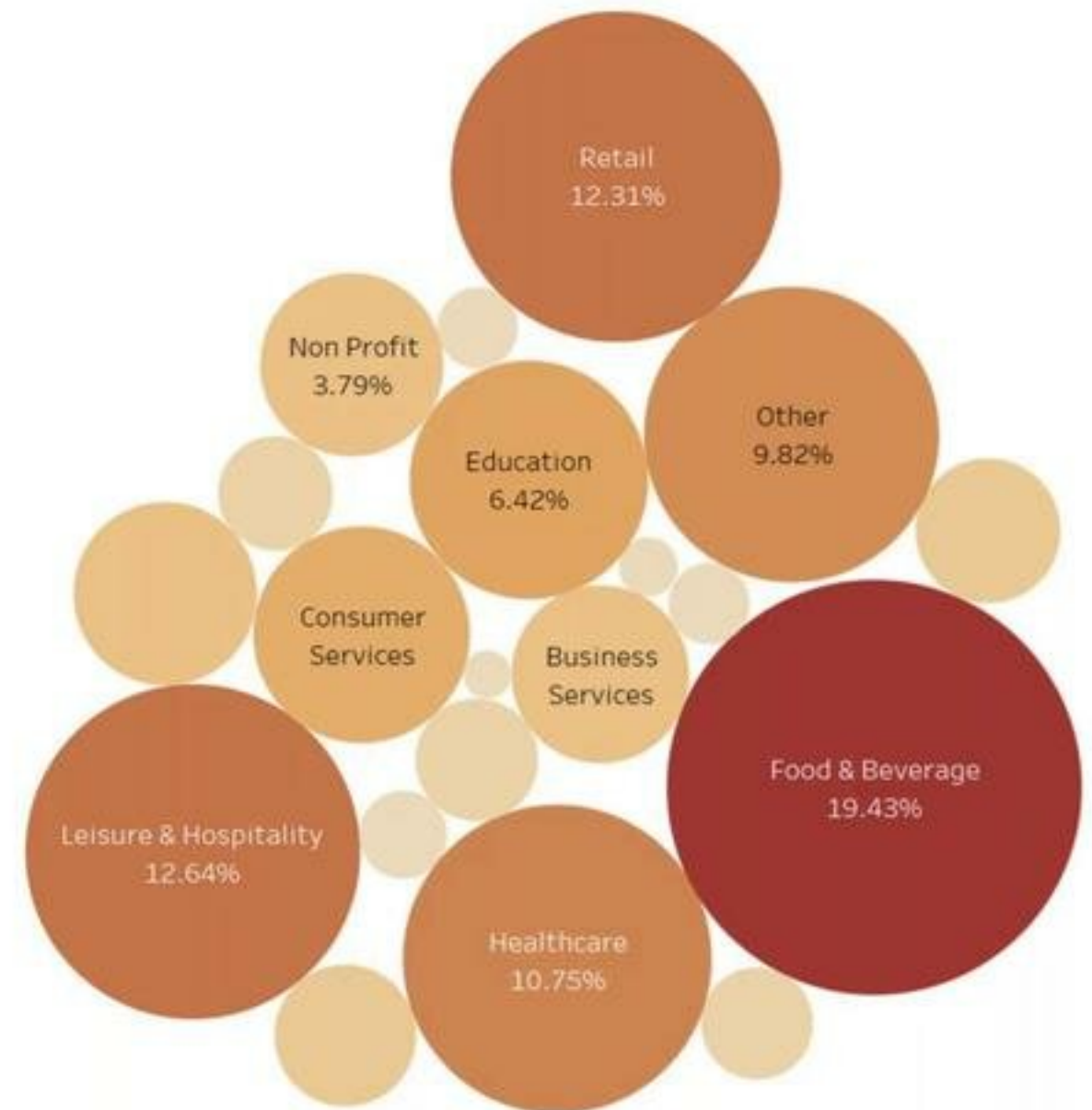
Industry Support

19.4%

Awards in Food & Beverage industry

21.7%

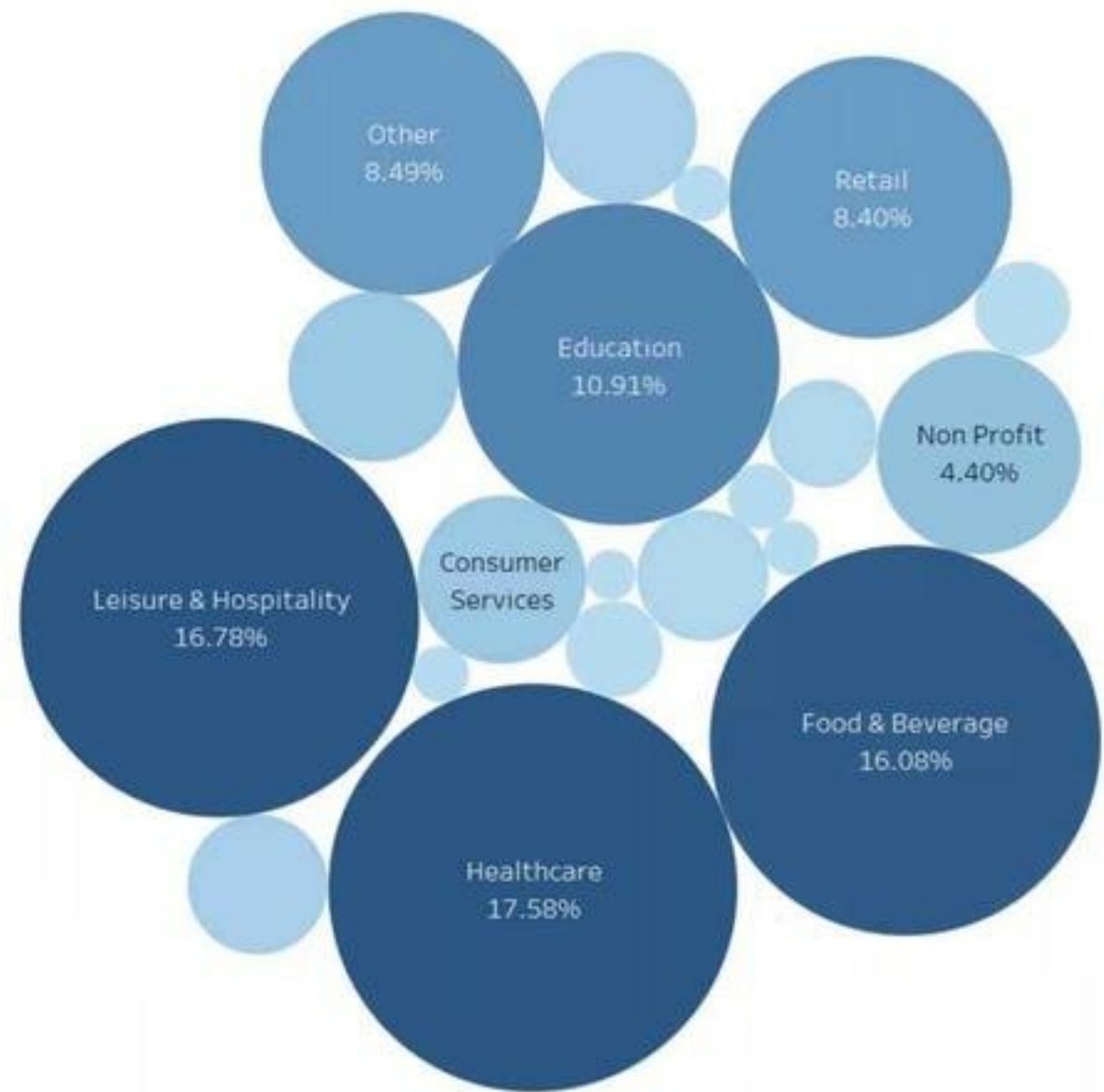
Funds in Food & Beverage industry



Distribution of grants by industry



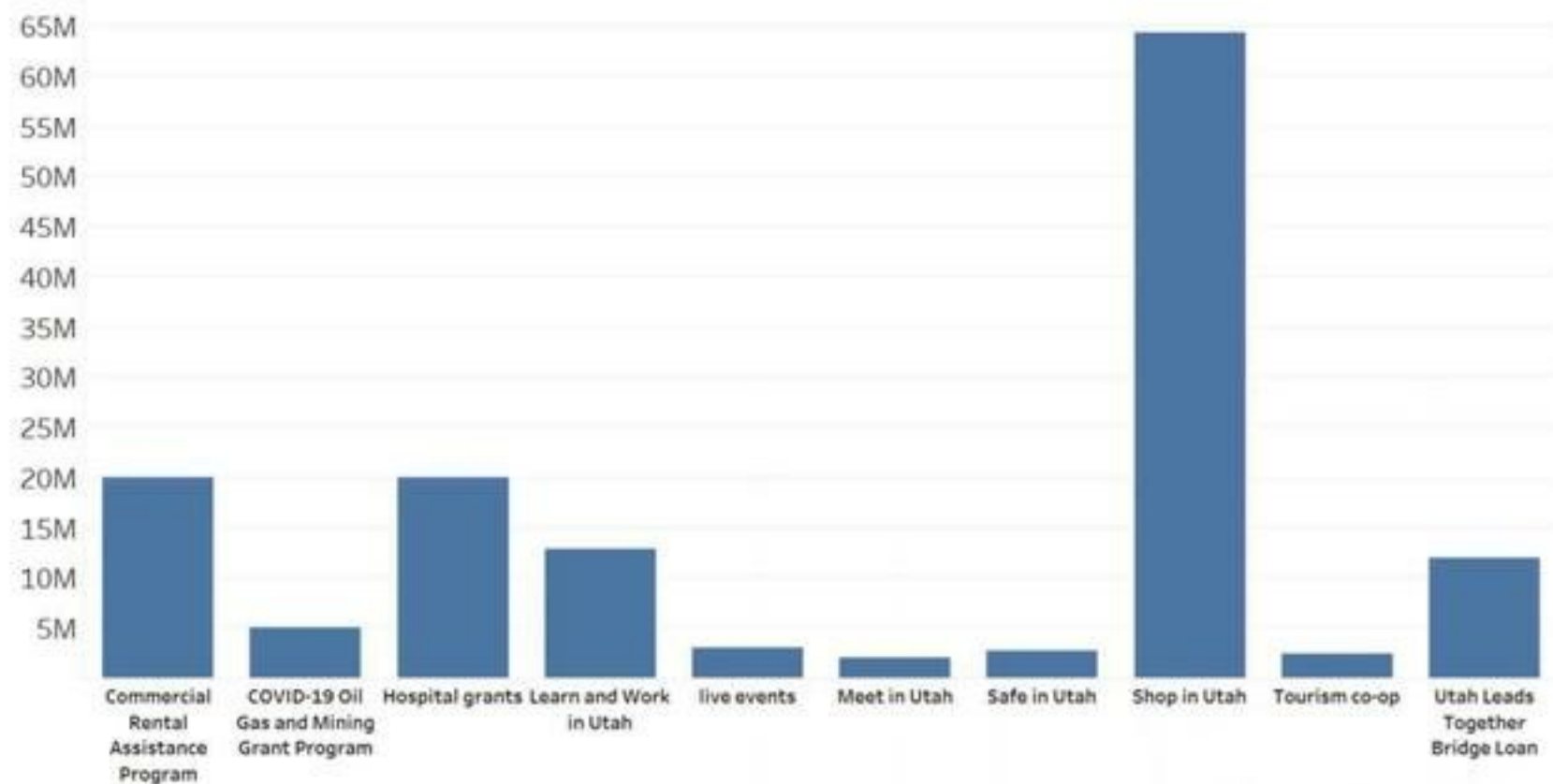
Funds by Industry



Distribution of funds by industry



Distribution of Funds by Program



Tourism Marketing & Recovery

The Utah Office of Tourism (UOT) allocated \$505,000 to national parks to provide assistance shuttling visitors to Zion National Park.

Forever Mighty



Utah Governor's Office of
Economic Development

In Utah Outreach & Education

'In Utah' is an umbrella campaign for many COVID-19 pandemic response initiatives, supporting 'Healthy In Utah' and 'Learn & Work In Utah' (from H.B. 5010).

Several other legislative special session initiatives are named after the state's 'In Utah' campaign, including 'Shop In Utah,' 'Safe In Utah,' and 'Create In Utah.'





A Mask for Every Utahn

From May to September, GOED managed 'A Mask for Every Utahn,' coordinating the state's purchase of 2.3 million face masks.

Utahns ordered 1.24 million masks on coronavirus.utah.gov, representing almost 280,000 households.



Information about COVID-19 grants, loans and programs

LEARN MORE →



UNIQUELY UTAH ▾ BUSINESS SERVICES ▾ PROGRAMS & INITIATIVES ▾ RESOURCES ▾ NEWSROOM ABOUT ▾ CONTACT ▾ 🔍 🌐

Coronavirus Updates

Utah's Coronavirus Site

The state maintains a COVID-19 information and resource hub at coronavirus.utah.gov. All the state resources and coronavirus data are included

Chat with an Expert



business.utah.gov/coronavirus

Gov. Cox's First 500 Days

- Rural matters
- Education — opportunities for all
- Upgrade Utah — agency consolidation
- Equity and opportunity
- State's COVID-19 response
- Economic development



2021 Legislative Session

- Rural County Grant Program - \$3.2 mil (one-time) \$4.25 mil (ongoing)
- Rural Economic Development Tax Increment Finance (EDTIF)
- Utah Broadband Center - \$50 million and \$200k to staff center
- Rural Broadband Infrastructure Revolving Loan Fund - \$69 million
- Main Street Program - \$500k (ongoing)
- Regional Planning and Entrepreneurial Ecosystem – (TBD)
- Utah Rural Leadership Academy - \$116,000 (ongoing)

2021 Legislative Session



Main Street focuses on downtown revitalization and brings resources for both business development and preservation.

A bill is being drafted to establish & fund a statewide program, using the Main Street America approach used in the Pilot Program. Sponsored by Sen. Owens, the bill should be numbered & available next week.

The bill includes:

- Tiered approach that could provide assistance to the smallest – largest communities in Utah that want to focus on their historic downtowns.
- Funds would be used to support local efforts, placemaking grants, planning, training & technical assistance, façade grants and more.

Partners:

- GOED
- Brigham City
- Price City
- Dept. Heritage and Arts
- State Historic Preservation Office
- UDOT
- DWS – Community Dev. Office
- Utah Office of Tourism
- SEUALG
- BRAG
- Preservation Utah
- USDA



#RuralRocks

